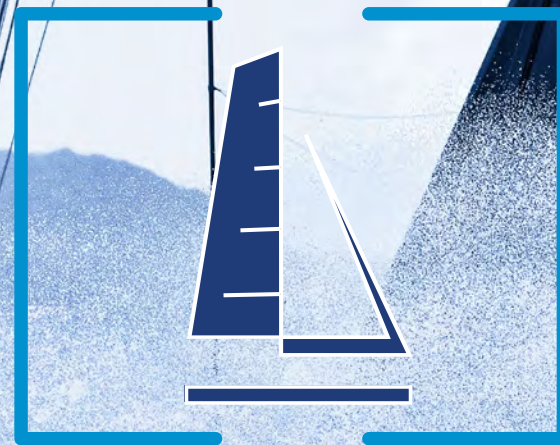




MIRABAUD SAILING VIDEO AWARD



The World's Best Sailing
Videos produced each year

2018
POST EVENT REPORT



SUMMARY

3

OVERVIEW

4

PRIZE GIVING

5

INTERNATIONAL
JURY

6

SPONSORSHIP
STRUCTURE AND
OPPORTUNITIES

7

PRESS RELEASES

8

STATISTICS

16

WEBSITES &
EXTRACTS OF PRESS

18

PRESS & MAGAZINE

19

PARTNER



OVERVIEW

Started in 2017, the Mirabaud Sailing Video Award is the world's premier video competition dedicated to the sport of sailing.

Unique in the world, this annual contest was launched to honor the best sailing videos produced each year and their authors. It is open to professional cameramen, directors, editors and TV production companies from all over the world, and celebrates high achievement in sailing imagery, filming, editing and story telling.

MAXCOMM COMMUNICATION OWNS, ORGANISES AND MANAGES THE MIRABAUD SAILING VIDEO AWARD. THE AGENCY ACCOMPLISHES AMONGST OTHERS THE FOLLOWING TASKS :

- ▶ Event management and promotion
- ▶ Entries coordination (videos, portraits, biographies, captions...)
- ▶ Website management and updates (www.sailingvideoaward.com)
- ▶ Community management
- ▶ Marketing and media relations
- ▶ Selection of the international Jury
- ▶ Organisation of the prize giving ceremony
- ▶ Screening at the Yacht Racing Forum
- ▶ Media partnerships, sponsors and partners relations
- ▶ Other projects, film festivals etc.



PRIZE GIVING

The Mirabaud Sailing Video Award prize giving takes place during the Yacht Racing Forum, the leading annual conference for the business of sailing and yacht racing.

Organized by MaxComm, this event reassembles the sports's key players from all around the world in a prestigious european venue (since 2008 : Monaco, Lisbon, Gothenburg, Barcelona, Geneva, Malta, Aarhus and Lorient).

The videos are also shown throughout the day in the delegates networking lounge.



INTERNATIONAL JURY

Mirabaud Sailing Video Award gathers a world class lineup of personalities for its international jury.



SHIRLEY ROBERTSON (UK),
double Olympic champion, TV
presenter on CNN Mainsail



GEORGIE CORLETT-PITT (UK),
Editor of Yachts & Yachting



DANIEL SMITH (UK),
Communications and Digital
Manager at World Sailing



ALESSANDRA GHEZZI (ITA),
Director of Communications,
11th Hour Racing



DEE CAFFARI (UK),
Pro-Sailor



NICOLAS MIRABAUD (SUI),
Member of the Executive
Committee, Mirabaud & Cie SA

TITLE PARTNER

Mirabaud & Cie SA is the event's title partner, exclusive in the field of Banking & Finance.

CO-SPONSORS AND OFFICIAL TIMEKEEPER

The Mirabaud Sailing Video Award is open to co-sponsors, who will be featured on all communication supports.

Conditions available on request.

MEDIA PARTNERS

The Mirabaud Sailing Video Award welcomes media partners from all over the world, on a non financial, « visibility exchange » basis. The media partnerships provide visibility to the event and its partners. The media partners undertake to publish at least one article announcing the Mirabaud Sailing Video Award prior to the event, and to announce the winners as soon as possible after the end of the contest.

▶ 28.03.18
▶ 28.03.18

Ouverture du concours Mirabaud Sailing Video Award 2018
Opening of the Mirabaud Sailing Video Award 2018

▶ 23.04.18
▶ 23.04.18

Le Mirabaud Sailing Video Award ouvert aux marins professionnels
Mirabaud Sailing Video Award open to professional sailors

▶ 20.06.18
▶ 20.06.18

Un jury international de marque pour la deuxième édition du Mirabaud Sailing Video Award
Mirabaud Sailing Video Award presents its international jury

▶ 24.08.18
▶ 24.08.18

Concours Mirabaud Sailing Video Award : c'est maintenant!
Mirabaud Sailing Video Award : time to submit your videos!

▶ 11.09.18
▶ 11.09.18

Mirabaud Sailing Video Award - plus que deux semaines pour envoyer vos vidéos
Mirabaud Sailing Video Award - Two weeks left to send your videos!

▶ 28.09.18
▶ 28.09.18

Mirabaud Sailing Video Award - Votez pour les meilleures vidéos de voile de l'année
Mirabaud Sailing Video Award - Vote for the best sailing videos of the year

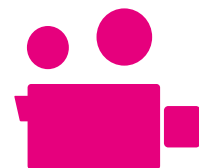
▶ 22.10.18
▶ 22.10.18
▶ 22.10.18
▶ 22.10.18

Rob Dickinson (Orillo Films), grand vainqueur de la seconde édition du Mirabaud Sailing Video Award
Rob Dickinson (Orillo Films), winner of the second edition of the Mirabaud Sailing Video Award
Rob Dickinson (Orillo Films), grossartiger Sieger der 2. Auflage des Mirabaud Sailing Video Award
Rob Dickinson (Orillo Films), gran vencedor de la segunda edición del Mirabaud Sailing Video Award

MaxComm issued 16 media releases to the international press in 2018. The most important releases (event announcement, awards ceremony...) have been translated in English, French, German and Spanish.



STATISTICS



**28 VIDEOS
SUBMITTED**



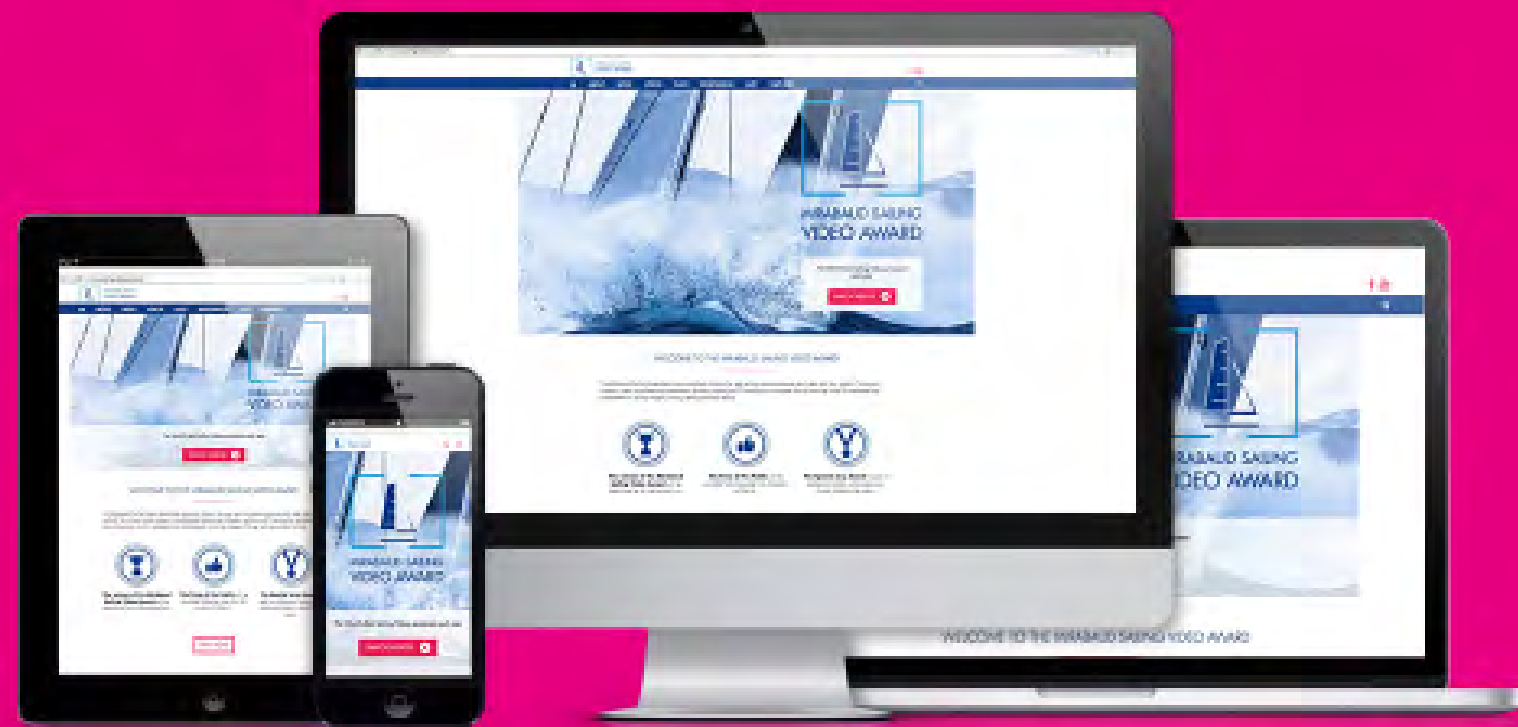
**7 COUNTRIES
REPRESENTED**



**76'963 PAGES
VIEWED ON THE
WEBSITE**



**15'105 VOTES
ON THE WEBSITE**



STATISTICS

WEBSITE

“ www.sailingvideoaward.com ”

**21'143
SESSIONS**

**16'728
VISITORS**

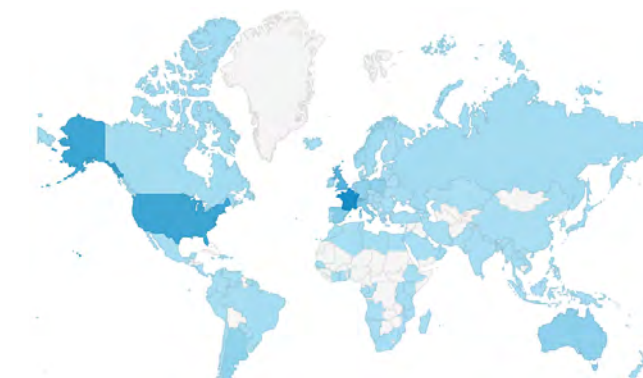
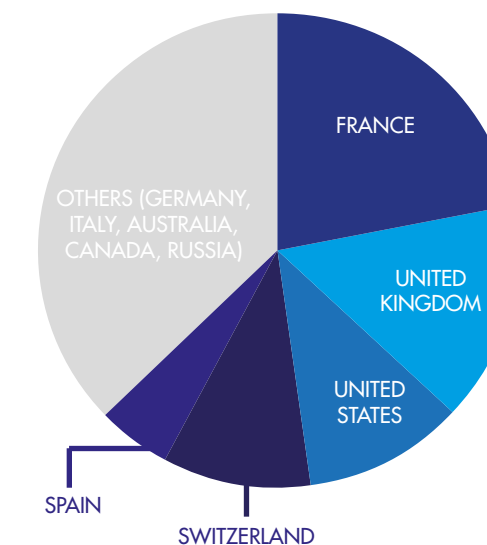
**77'032
PAGES VIEWS**

**2 MIN 35
DURÉE DE LA
SESSION**

**63,6 %
TAUX DE
REBOND**

**2'600
RECORD DE
SESSION
28TH SEPTEMBER 2018**

VISITS PER COUNTRY



STATISTICS

FACEBOOK

www.facebook.com/sailingvideoaward

TOTAL REACH

Number of people who have seen any content associated with the contest

Record : 30th september 2018

17'731



TOTAL LIKES

4'410



MIRABAUD SAILING
VIDEO AWARD

Mirabaud Sailing
Video Award
@sailingvideoaward

Accueil



NUMBER OF POSTS

published in 2018

106

FACEBOOK PAGE FANS

77 %



23 %



NUMBER OF VIDEOS VIEWS

157'828

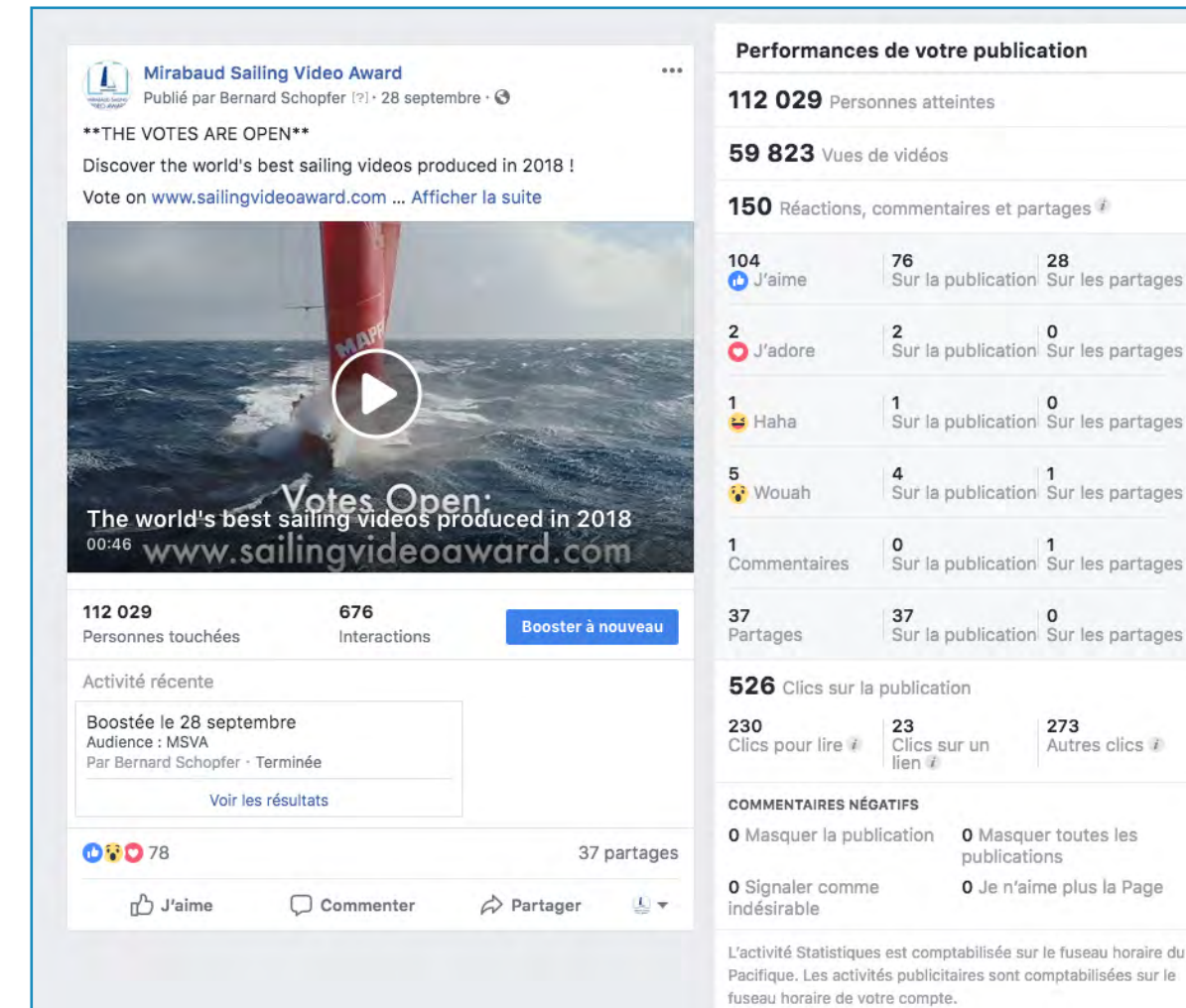
TOTAL MINUTES VIEWED

61'547

STATISTICS

TOP FACEBOOK VIDEO POSTS

1



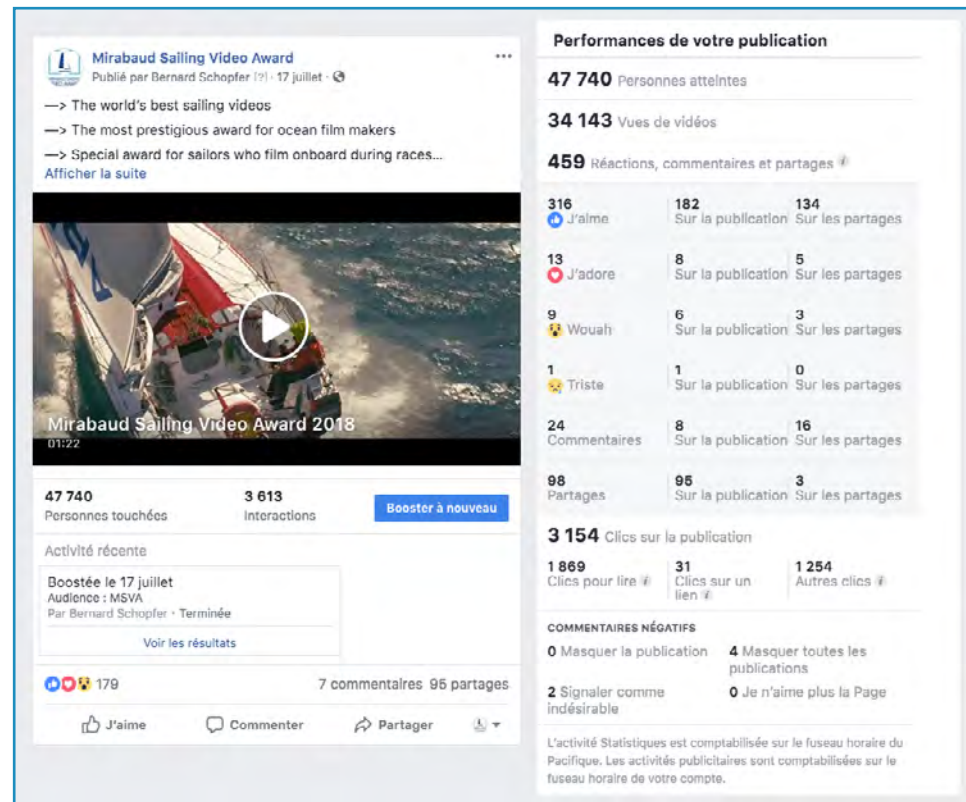


STATISTICS

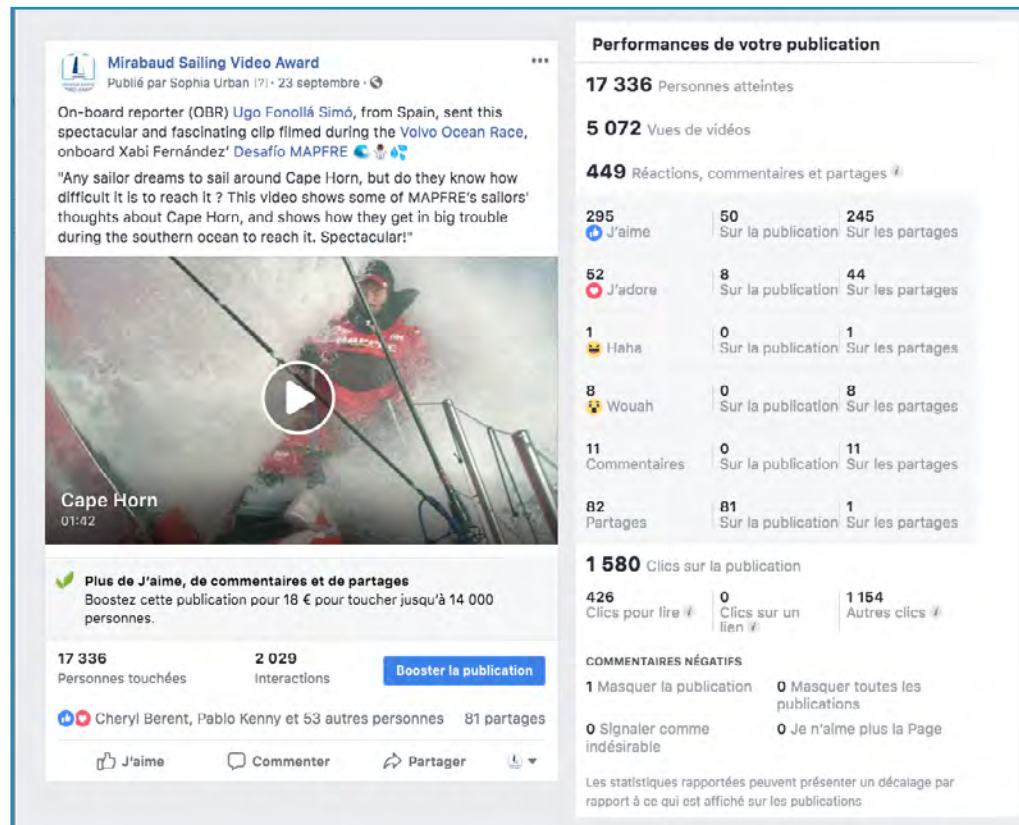
FACEBOOK

TOP FACEBOOK VIDEO POSTS

2



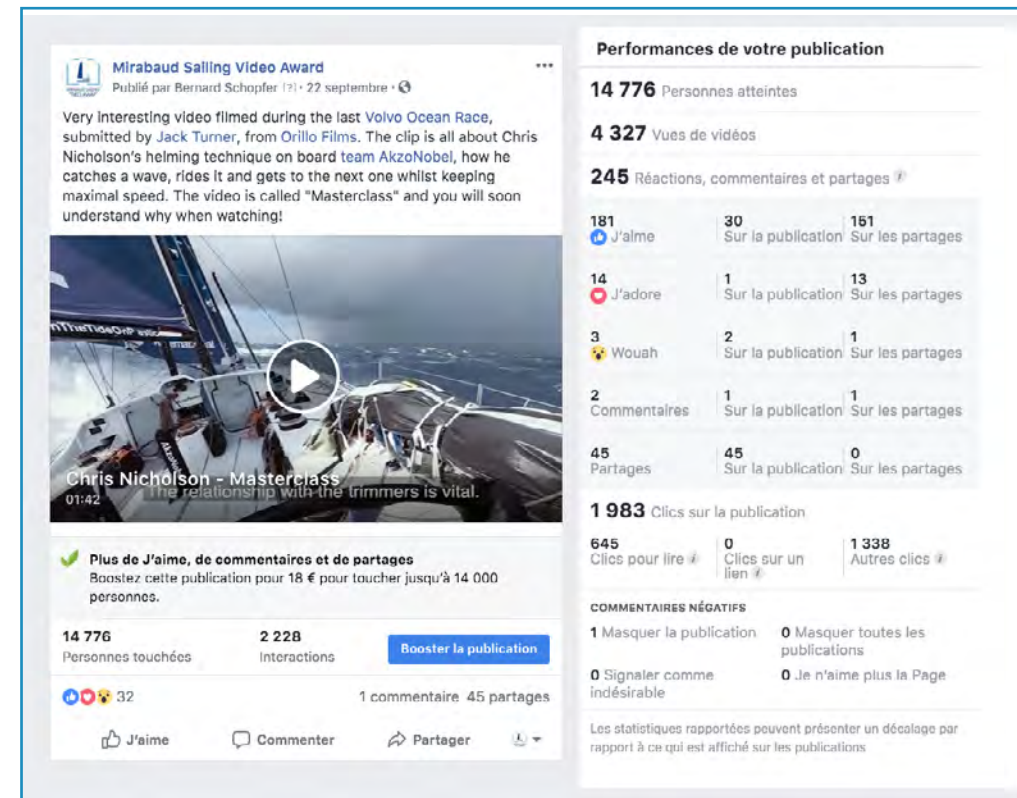
3



STATISTICS

TOP FACEBOOK VIDEO POSTS

4



5

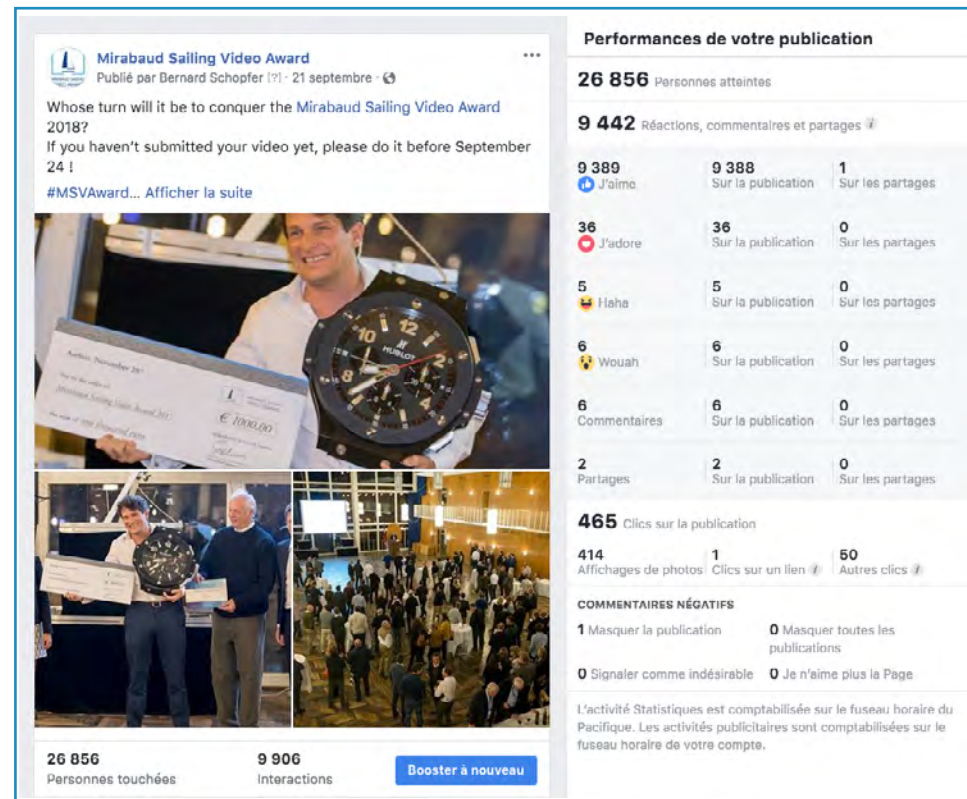




STATISTICS

TOP FACEBOOK POSTS

1

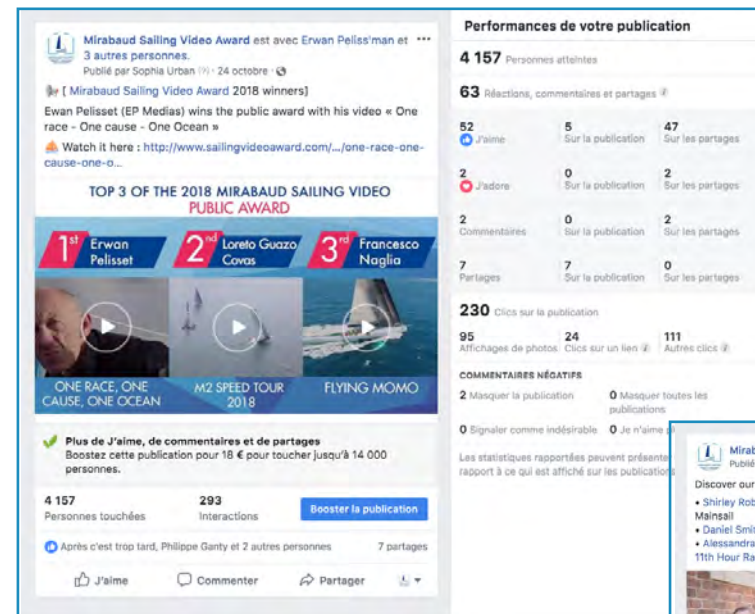


2

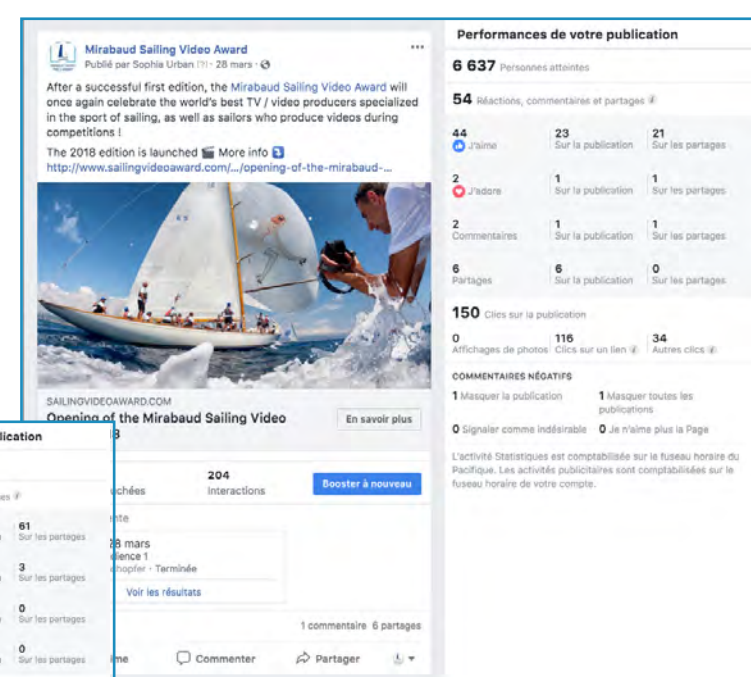


STATISTICS

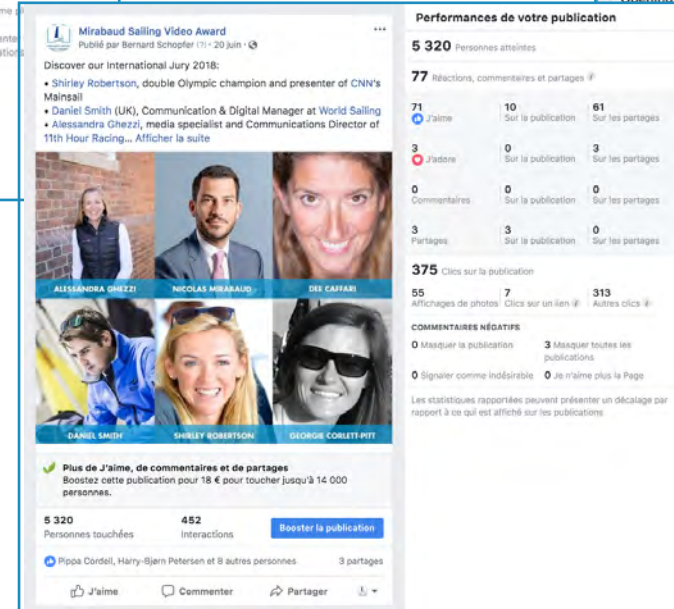
3



4



5



WEBSITES & EXTRACTS OF PRESS

22.10.18	SCUTTLEBUTT	www.sailingscuttlebutt.com/2018/10/22/winners-announced-mirabaud-sailing-video-award/
28.09.18	SAIL WORLD	www.sail-world.com/news/210526/Vote-for-the-best-sailing-videos-of-the-year
05.09.18	YACHTSANDYACHTING	www.yachtsandyachting.co.uk/articles/news-and-events/still-time-to-enter-mirabaud-sailing-video-award/
28.03.18	COURSE AU LARGE	www.courseaularge.com/ouverture-concours-mirabaud-sailing-video-award-2018.html
23.04.18	PRESSMARE	www.pressmare.it/en/awards/mirabaud-yacht-racing-image/2018-04-23/mirabaud-sailing-video-award-sailors-13569
23.10.18	SAILING	http://sailing.co.za/mirabaud-sailing-video-award/
30.09.18	ABOUTSAILING	https://aboutsailing.agp-courseaularge.com/index.php/votez-pour-le-mirabaud-sailing-video-award-et-elisez-la-meilleure-video-de-voile-de-l-annee
22.10.18	ZEROGRADINORD	www.zerogradinord.net/vela/mirabaud-sailing-video-award-the-winner-is-rob-dickinson/
06.04.18	FIGARO NAUTISME	http://figaronautisme.meteoconsult.fr/actus-nautisme/courses-3/2018-04-06-14-17-00/2e-edition-du-concours-mirabaud-sailing-video-award-2018-46808.php
28.03.18	PA SPORT	www.pa-sport.fr/2018/03/28/voile-ouverture-du-concours-mirabaud-sailing-video-award-2018/
02.11.18	YACHT ONLINE	www.yacht.de/schlagworte/tag/Mirabaud%20Sailing%20Video%20Award.html
28.09.18	TWITTER BANQUE POP	https://twitter.com/VoileBanquePop/status/1045704694444699648
25.08.18	XS SAILING	www.xssailing.com/article/mirabaud-sailing-video-award-submit-your-videos/
26.09.18	LOCHLOMONDYACHT	www.lochlomondyacht.com/mirabaud-sailing-video-award-being-it-is-the-time-to-videos/
25.10.18	NAUTICAYYATES	www.nauticayyates.com/ny-al-dia/mirabaud-sailing-video-award-2018/
02.10.18	BATEAUX	www.bateaux.com/article/29109/mirabaud-sailing-video-award-choisissez-meilleure-video-de-voile-de-l-annee-2018
30.09.18	SCANVOILE	www.scanvoile.com/2018/09/video-mirabaud-sailing-video-award-2018-concours.html#.XBj-CARNKgo8
25.08.18	POWERBOAT	www.powerboat-world.com/news/209179/Mirabaud-Sailing-Video-Award-Submit-your-videos
03.04.18	LAMARSALADA	www.lamarsalada.info/2018/04/mirabaud-sailing-video-award-2018-se.html
12.09.18	SKIPPER	http://skippers.ch/suisses-imbattables-6-m-ji/

WEBSITES & EXTRACTS OF PRESS

22.10.18	PANORAMA NAUTICO	www.panoramanautico.com/noticias/rob-dickinson-vencedor-de-la-2%C2%AA-edicion-del-mirabaud-sailing-video-award
22.10.18	FLIPBOARD	flipboard.com/article/winners-announced-for-mirabaud-sailing-video-award-%3E%3E-scuttlebutt-sailing-news/f-3d1930594c%2F/sailingscuttlebutt.com
29.09.18	SEARCH MAGAZINE	www.searchmagazine.se/artiklar/mirabaud-sailing-video-award-del-1_11236.htm
29.09.18	SEARCH MAGAZINE	http://volvo.inmarsat.com/
28.09.18	BOOTMAGAZINE	bootmagazine.be/nieuws/mirabaud-sailing-video-award-stem-op-de-beste-zeilverfilms-van-het-jaar/
25.08.18	SAILORSANDBOATERS	www.sailorsandboaters.com/mirabaud-sailing-video-award-time-submit-your-videos-sail-world-press-release
28.03.18	NIOOZ	http://voile.niooz.fr/ouverture-du-concours-mirabaud-sailing-video-award-2018-24361688.shtml
27.08.18	CHINACUP	http://www.chncup.com/article/890,logo
25.08.18	SAIL WORLD	www.sail-world.com/news/209179/Mirabaud-Sailing-Video-Award-Submit-your-videos
28.09.18	LETELEGRAMME	www.letelegramme.fr/voile/concours-apres-la-photo-votez-pour-la-video-de-l-annee-28-09-2018-12091630.php
28.09.18	EXTREME SAILING	http://oct.boxstuff.net/mailling/5db9baa50da92e1b1ff7261a44e0f836abb053dfa9a-7da5102c1016eecd92ea4
22.10.18	MY SAILING	www.mysailing.com.au/latest/rob-dickinson-orillo-films-winner-of-the-second-edition-of-the-mirabaud-sailing-video-award
24.10.18	VOILESETVOILIERS	https://voilesetvoiliers.ouest-france.fr/culture-voile/mirabaud-yacht-racing-image/la-video-a-l-honneur-fd01a834-c880-11e8-b7fe-5e8ebb2316d5
23.10.18	CLUBRACER	www.clubracer.eu/2018/10/23/rob-dickinson-wins-second-edition-mirabaud-sailing-video-award
24.10.18	YACHT-COM	http://yacht-com.ru/news/mirabaud-sailing-video-award-2018.html
11.12.18	TRANSPACYC	https://2019.transpacyc.com/P32
31.10.18	TIPANDSHAFT	https://www.tipandshaft.com/mercato/le-mercato-de-la-semaine-52/
26.10.18	SCUTTLEBUTTEUROPE	https://www.scuttlebutteurope.com/component/content/featured?id=featured&start=35?cpnb_method=cpnbCookiesDeclined

A WORLDWIDE VISIBILITY

The Mirabaud Sailing Video Award benefits from international visibility through media and social networks, but also thanks to partnerships with international events, which are committed to showcasing the top 20 videos produced each year and thus provide great visibility to the event partners.

China Cup, Shenzhen, China



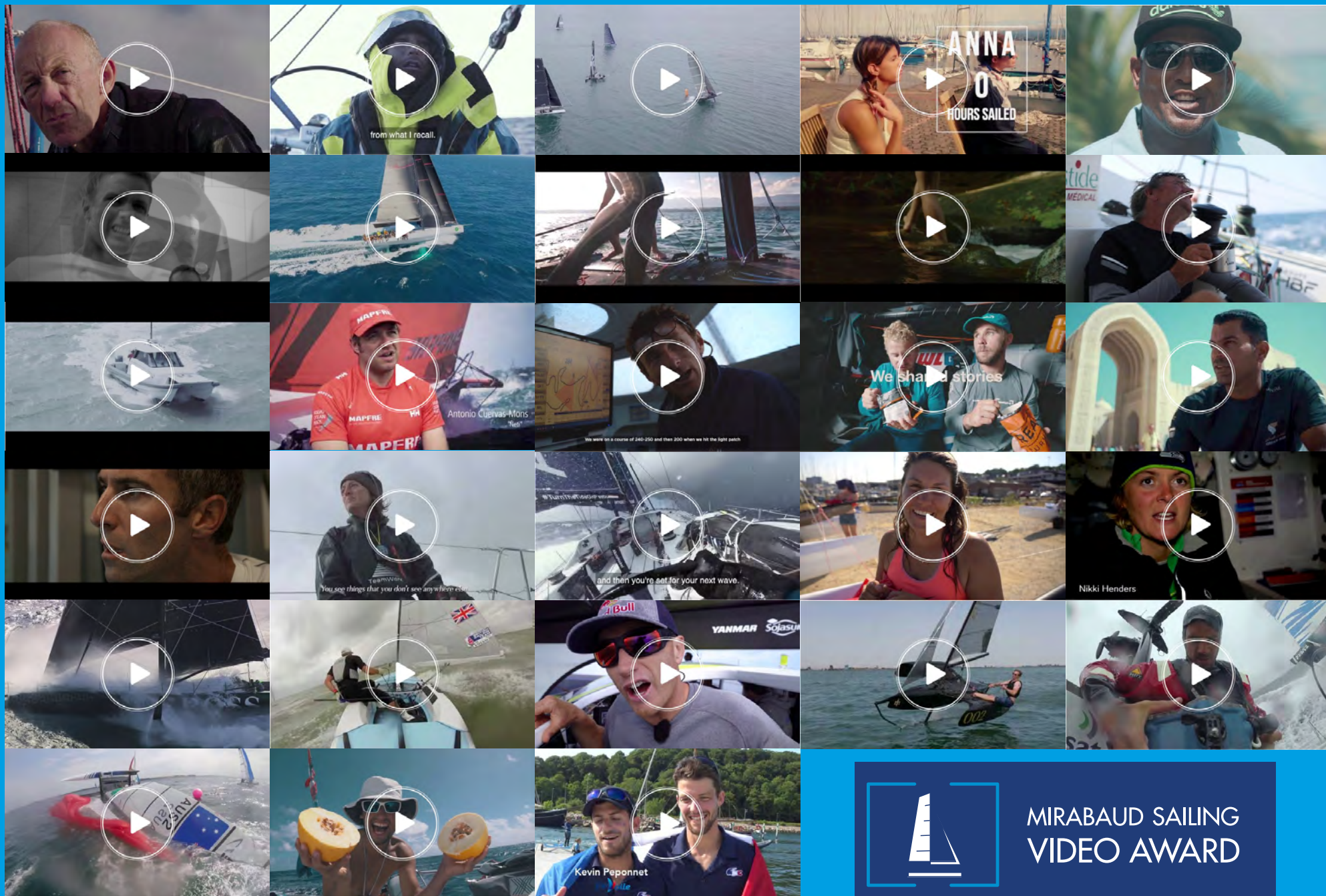
Sail In Festival, Bilbao, Spain



A WORLDWIDE VISIBILITY

Yacht Racing Forum, Lorient, France





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